Research on the Opportunities and Paths of Intangible Cultural Heritage Inheritance in the Perspective of Digital Narrative

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Abstract: In the research on the inheritance of intangible cultural heritage under the perspective of digital narrative, the author has explored how to effectively inherit intangible cultural heritage. First, by analyzing the intangible heritage attributes of The Book of Changes, its importance as an intangible cultural heritage is revealed. Second, the cultural inheritance elements of The Book of Changes are explored, emphasizing the necessity and feasibility of active inheritance in the digital narrative perspective. In addition, this paper also discusses the challenges faced by the digital narrative inheritance of More Roads, including the technical means, the collision between tradition and modernity, and other aspects. In terms of methodology, this paper adopts the methods of literature analysis and case study in order to explore the inheritance opportunities and challenges of digital narrative of intangible cultural heritage from multiple perspectives and at multiple levels. Through mining and analyzing the temporal and spatial elements, media elements and effect elements, it reveals the key elements of the inheritance of intangible cultural heritage under the perspective of digital narrative, and proposes a feasible inheritance path by taking "The Book of Changes" as an example. The research significance of this paper is that it emphasizes the important role of digital narrative in the inheritance of intangible cultural heritage and provides new ideas and methods for the inheritance and innovation of traditional culture.

Keywords: Digital Narrative; Intangible Cultural Heritage; The Book of Changes; Heritage and Innovation

1. INTRODUCTION

As the process of globalization continues to accelerate, traditional culture is in danger of assimilation and disappearance. As an important part of national culture, the inheritance and development of intangible cultural heritage is of great significance for the maintenance of cultural diversity and the protection of national spiritual wealth. However, the traditional oral transmission methods can no longer meet the needs of contemporary society (Skublewska-Paszkowska et al., 2022). Traditional culture is limited by time and space, often unable to reach a wider audience, which poses a challenge to the inheritance of intangible cultural heritage. At the same time, the application of digital technology has penetrated into every aspect

of people's daily life, digital narrative as a new type of narrative, through the image, audio, video and other multimedia forms, traditional culture is presented to modern audiences, so that the traditional culture can be inherited and developed (Mathioudakis et al., 2022). This paper selects "The Book of Changes" as the research object, aiming to explore the opportunities and paths of the inheritance of intangible cultural heritage under the perspective of digital narrative. As one of the important representatives of Chinese traditional culture, The Book of Changes contains rich cultural connotation and historical significance. The role and significance of digital narrative in the inheritance of intangible cultural heritage can be better understood through an in-depth study of the intangible heritage attributes, cultural inheritance elements, and development value of The Book of More Roads (Gonçalves et al., 2022). Meanwhile, the results of the study will help to propose effective inheritance strategies and measures to promote the inheritance and development of intangible cultural heritage. This paper is mainly divided into five parts, including introduction, research background and significance of the selected topic, as well as the opportunities and challenges of the inheritance of the intangible cultural heritage of More Roads, the excavation and analysis of the inheritance elements, and the summary and outlook. In terms of methodology, this paper will use literature analysis, case study and other methods to analyze the key elements and paths of intangible cultural heritage inheritance under the perspective of digital narrative from multiple angles and levels. By digging into the temporal and spatial elements, media elements, and effect elements, this paper explores the role and challenges of digital narrative in the inheritance of intangible cultural heritage, as well as the inheritance path of The Book of More Roads.

2. THE CULTURAL HERITAGE AND DEVELOPMENT VALUE OF THE BOOK OF CHANGES FROM THE PERSPECTIVE OF NON-HERITAGE

2.1 Non-heritage Properties of the Book of Changes

Under the digital narrative perspective, the Book of Changes, as one of the traditional folk cultures of Wenchang City and Qionghai City in Hainan Province, has profound intangible cultural heritage attributes. Its intangible cultural heritage attributes include living attributes and cultural attributes, which not only demonstrate its historical origin and inheritance methods,

but also highlight its significance and development potential in today's society.

2.1.1 The Living Attributes of the Book of Changes

In the digital narrative perspective, the inheritance of intangible cultural heritage plays a crucial role, among which the "Book of Changes" in Tanmen Township, Qionghai City, Hainan Province, is of particular interest. This traditional cultural work is famous for its living attribute, which means that it is not only a static inherited object, but also a vivid record that shows the wisdom and creativity of ancient fishermen. Let's delve into the connotation of this living attribute and understand its importance for the transmission of intangible cultural heritage. First of all, the living attribute is reflected in the continuous updating and improvement of The Book of Changes. This work is not static, but evolves and develops with the passage of time and the number of inheritors (Skublewska-Paszkowska et al., 2022). From the era of ancient wooden sailing ships to today's modern navigation technology, although the way of sea navigation has changed dramatically, the Book of Changes still maintains its unique status among fishermen groups. Fishermen not only keep the Shift Book left behind by their ancestors, but also constantly revise and update it to meet the needs of contemporary marine navigation. This continuous updating and improvement makes the Book of Changlu always keep up with the times and become a practical guide and valuable information for sea navigation. Secondly, the living attribute is also manifested in the dynamic dissemination and inheritance process of the Book of Changlu. This work is not rigidly inherited, but is constantly enriched and expanded through the fishermen's word-of-mouth and practical operations. Each generation of fishermen incorporated their own experiences and insights into the Book of Changes, enriching and perfecting it continuously. It is precisely because of this dynamic transmission and inheritance that the Book of Changes has been able to carry a wealth of maritime navigation experience and wisdom from ancient times to the present day, and has become the common cultural wealth of Hainan fishermen (Liu et al., 2022). In addition, the living attributes are also reflected in the application and practice of the Book of Changlu. Although the modern navigation technology has been very developed, but "more road book" still plays an irreplaceable role in the sea navigation. Especially in unexpected situations such as changing weather and equipment failure at sea, the experience and routes recorded in the Book of Changes have become important references for fishermen, helping them

to sail safely to their destinations. Therefore, despite the changing times, the Book of Changes, as part of the intangible cultural heritage, still plays an important role in today's society, reflecting the enduring charm of its living attributes. To summarize, the living attributes of the Book of Changes are embodied in the aspects of continuous updating and improvement, dynamic dissemination and transmission, and practical application. These characteristics make the Book of Changes not only a historical testimony, but also a crystallization of the wisdom and creativity of Hainan fishermen, which provides us with valuable references and lessons for understanding and passing on intangible cultural heritage.

2.1.2 Cultural Attributes of the Book of Changes

In the study of opportunities and paths for the inheritance of intangible cultural heritage under the perspective of digital narrative, intangible cultural heritage, as a kind of precious cultural resources, carries the history, tradition and spiritual pursuit of the nation, and has important cultural inheritance and development value. And among them, "The Book of Changes", as a cultural heritage with the attributes of intangible heritage, carries both living attributes and profound cultural attributes. The part of cultural attributes involves the uniqueness and collective memory of national culture, which is a crucial part of intangible cultural heritage. Each ethnic group has formed its own unique cultural system due to its unique growth environment, social and economic environment (Nikolakopoulou et al., 2022). These cultural systems construct the national cultural space and display rich and diverse cultural connotations. In this process, different ethnic groups have formed their own unique collective memories, which unite the history and traditions of the nation and reflect the richness and colorfulness of the national culture. Looking back on "The Book of Changes," the embodiment of its cultural attributes can first be seen in its name, which is a glimpse of the long history of traditional Chinese culture. The name itself implies the heaviness of history and cultural inheritance. Secondly, the names of the islands and reefs recorded in the Book of Changlu directly reflect the ethnic culture of Hainan fishermen. These names are not only identifiers of geographic locations, but also witnesses and legacies of local culture and traditions. This cultural attribute is not only reflected in the names, but also integrated into the human geography of the islands and reefs, constituting a vivid and unique cultural picture. Through digital means, intangible cultural heritage such as the Book of Changes can be digitally preserved, displayed and disseminated so that it can be more widely inherited and developed. Digital narrative not only

allows more people to understand and perceive the value of intangible cultural heritage, but also can give these cultural symbols new vitality and contemporary significance in the inheritance process. This also calls on us to pay more attention to the protection and inheritance of intangible cultural heritage, so that these precious cultural treasures can take on a new luster in the digital era and continue to add to the diversity and richness of human civilization.

2.2 Elements of Cultural Inheritance of the Book of Changes under the Perspective of Non-Heritage

Though created by commoners, this maritime manual contains rich elements of the South China Sea marine culture, such as the culture of sea farming by the fishermen of the South China Sea, the culture of free and open sea trade, and the culture of belief in the sea gods belonging to the islands of the South China Sea. These three elements of cultural heritage together build up the development history and lineage of China's South China Sea marine culture from ancient times to the present day.

2.2.1 Fishermen's Culture of Sea Farming in the South China Sea

The culture of fishermen's sea farming refers to a series of production activities, lifestyles and cultural traditions formed by fishermen in the South China Sea over a long period of time, who have relied on the sea for their survival and development. This includes a deep understanding of the marine environment, skills in navigation and fishing, as well as social organization and belief systems related to the sea. As an important carrier of this cultural tradition, the Book of Changes records the fishermen's knowledge of the sea, their observations and accumulated experience of shipping routes, fishing grounds and weather changes, reflecting their reliance on and reverence for the sea. The Book of Changlu is not only a practical guide to navigation, it also contains rich cultural significance. Through the study of the Book of Changes, we can get a glimpse of the historical development of the fishermen's society in the South China Sea, their mode of production, and their complex relationship with the interaction with the sea. It also reflects how the fishermen of the South China Sea live in harmony with the unpredictable marine environment through knowledge and skills passed down from generation to generation. With the impact of modernization and globalization, the traditional fishermen's culture of sea farming is facing unprecedented challenges. Traditional fishing techniques and lifestyles have been impacted by modern

industrialized fisheries, and the social structure and cultural identity of fishermen's communities are changing. In addition, environmental issues such as marine pollution and climate change pose a threat to the traditional way of life of fishermen. Against this background, digital narratives provide new opportunities to preserve and pass on fishermen's sea farming culture. Through digital means, such as digital archives, online exhibitions, and interactive educational platforms, the knowledge, skills, and stories of fishermen's sea farming culture can be more widely recorded and shared (Jia Li, 2022). This not only helps to preserve this unique cultural heritage, but also provides a way for the wider public to understand and participate in the conservation of marine culture. In order to effectively pass on the fishermen's culture of marine farming, efforts on many fronts are needed. On the one hand, support for fishermen's communities should be strengthened, including the preservation of traditional production methods, the promotion of community development and the improvement of fishermen's living standards. On the other hand, the promotion of education and cultural programs is also crucial to raise public awareness of and respect for the value of fishermen's sea farming culture through school education, community activities and media dissemination.

2.2.2 Free and Open Maritime Trade Culture

Maritime trade culture refers to a series of commercial civilizations and trade traditions formed through maritime trade activities in the coastal areas of the South China Sea over a long period of time. The formation and development of this culture is inextricably linked to the unique geographical location, rich resources and diversified cultural exchanges in the South China Sea region. Since ancient times, the South China Sea has been one of the important corridors for trade between the East and the West, where various commodities, cultures and ideas have intermingled and fused, forming a unique maritime trade culture (De Paolis et al., 2022). The characteristics of maritime trade culture include the exchange and fusion of diverse cultures, the prosperity and development of commercial activities, and the innovation and application of marine technology. In the South China Sea region, maritime trade culture is not only an economic activity, but also a cultural symbol and spiritual symbol. It embodies the hard-working wisdom, commercial spirit and open attitude of the coastal peoples of the South China Sea, and also shapes the unique image of commercial civilization in the South China Sea region. As an important navigation guide, the Book of Changluzhu records all aspects of maritime trade activities in the South China Sea region. It includes the planning of

sea routes, the location of port cities, the types of trade commodities and the rules of commercial activities. Through the study of the Book of Changlu, we can glimpse the prosperous scene of marine trade in the ancient South China Sea region, as well as the exchange and influence of various cultural factors in trade. In the era of digitalization, the inheritance of maritime trade culture faces new opportunities and challenges. Through the means of digital narratives, such as virtual exhibitions, digital maps and online education platforms, the knowledge and historical stories of maritime trade culture can be disseminated to a wider audience. At the same time, digital technology can also help preserve and restore the scenes and artifacts of ancient maritime trade activities, providing more references for posterity's research and understanding. In order to effectively inherit the culture of maritime trade, a variety of approaches and strategies are needed. First, research and protection of the history of maritime trade should be strengthened, and more historical documents and archaeological data should be excavated and organized. Secondly, modern technological means, such as virtual reality and augmented reality technology, can be utilized to re-present the ancient maritime trade scenes to the audience and enhance their sense of participation and experience. In addition, education and publicity efforts should be emphasized to raise public awareness of and respect for the cultural value of maritime trade through school curricula, community activities and media coverage.

2.2.3 Sea God Belief Culture of the South China Sea Islands

The culture of belief in the sea god refers to a religious belief and cultural tradition formed by the people of the South China Sea region's long-standing worship and reverence for the sea. This belief has a long history, dating back to the ancient fishing and hunting tribes in the South China Sea area, and has gradually evolved into a religious belief system with unique cultural connotations. In this system, the god of the sea is regarded as the god of the ocean, who is in charge of many things in the ocean, such as sea navigation, fishing and shell fishing, etc. People pray for the safety of the sea and a good harvest by worshipping the god of the sea. Poseidon belief culture has strong regional characteristics and cultural identity. In the South China Sea region, the belief in the god of the sea is a widespread cultural phenomenon, and almost every coastal city has ritual activities and traditional customs related to the god of the sea. The culture of belief in the sea god also reflects the reverence of the people in the South China Sea region for nature and their dependence on the sea, and is one of the important symbols of the South China Sea culture. As an important

document about sea navigation, the Book of Changes naturally contains the contents of the culture of belief in the god of the sea. In the Book of Changlu, you can often see the depiction of the god of the sea and the record of the god of the sea sacrifice, as well as the praying and sailing rituals related to the god of the sea. These records not only reflect the worship and belief of the people of the ancient South China Sea region in the sea god, but also reflect the important position of the sea god belief culture in the marine trade activities. In the era of digitalization, the inheritance of the sea god belief culture also faces new opportunities and challenges. Through the means of digital narratives, such as virtual exhibitions, online cultural products and social media communication, the stories and traditions of Poseidon faith culture can be disseminated to a wider audience. At the same time, digital technology can also help preserve and present artifacts and scenes of Poseidon faith culture, providing more reference materials for future generations to study and understand. In order to effectively pass on the Poseidon belief culture, a variety of approaches and strategies need to be adopted. Firstly, the research and protection of the history of Neptune belief should be strengthened, and more historical documents and archaeological data should be excavated and organized. Second, modern technological means, such as virtual reality and augmented reality technology, can be utilized to re-present the scenes and rituals of Neptune Faith culture to the audience and enhance their sense of participation and experience. In addition, emphasis should be placed on education and publicity efforts to raise public awareness of and respect for the cultural value of the Neptune faith through school curricula, community activities and media coverage.

2.3 Cultural Development Value of the Book of Changes under the Perspective of Non-Heritage

The Book of Changes, as an important cultural heritage, has rich cultural development value. Examined from the cultural, political and economic levels, the inheritance and development of "More Roads" can not only enhance cultural identity and firm cultural confidence, but also realize cross-cultural communication and build international image, while helping Hainan to shape the image of a strong province of marine culture (Casciani & Vandi, 2022). First is the cultural value. As an important document that carries the marine culture and seafaring tradition of Hainan area, the Book of Changes has profound cultural connotation and historical value. Through the study and inheritance of the Book of Changes, it can enhance

people's sense of identity and pride in the culture of Hainan region, and stimulate the love and desire to protect the local culture. At the same time, through the inheritance of the spirit of marine culture and seafaring traditions embodied in the Book of Changes, it can help contemporary people better understand and pass on the cultural heritage of the Hainan region, carry forward the spiritual connotations of marine culture, and promote the innovation and development of cultural traditions. In today's globalization, cultural identity and cultural self-confidence are becoming more and more important. Through the inheritance of the representative cultural heritage of "The Book of Changlu", the cultural identity of Hainan region can be strengthened, cultural self-confidence can be enhanced, so that more people can understand and cherish the traditional culture of Hainan region, and the dissemination and promotion of Chinese culture can be promoted. Second is the political value. The cultural development of the Book of Changes also has important political value. As a document that records the history of navigation and marine culture in Hainan region, through the inheritance and development of "More Roads", cross-cultural communication can be realized, and cultural exchanges and cooperation with other countries and regions can be strengthened (Davidson & Reid, 2022). As an important marine gateway of China, Hainan inherits and carries forward the spirit of marine culture in More Roads, which helps to build an international image and enhance Hainan's influence and reputation in the international arena. At the same time, through the joint efforts of the government and social forces, "The Book of Changlu" can be used as a cultural business card to promote the enhancement of the cultural soft power of the Hainan region, and to provide strong support for the development of Hainan's cultural industry and external exchanges. While promoting cultural self-confidence, it will also promote friendly exchanges and cooperation between Hainan region and the world, and realize cultural integration, mutual appreciation and win-win situation. Finally, there is the economic value. In addition to the cultural and political value, the marine culture of inheriting "More Roads" also has an important economic value. With the rapid development of the marine economy, the marine culture industry has gradually become an important engine to promote local economic growth. Inheriting the marine cultural tradition and maritime spirit of "The Book of Changes" will help shape the image of Hainan as a strong marine culture province and enhance the value and competitiveness of Hainan's cultural brand in the international arena. By excavating and developing the cultural resources in "The Book of Changes", it can

promote the development of cultural and creative industries in the Hainan region and the prosperity of cultural tourism and cultural products. As a tropical ocean island in China, Hainan has unique natural scenery and rich marine resources, combining marine culture with tourism can attract more tourists and investors, promote the transformation and upgrading of Hainan's economy, and realize comprehensive sustainable development (Xia et al., 2024). In summary, as an important cultural heritage of Hainan region, "More Roads" has rich cultural development value under the perspective of non-heritage. Through the inheritance and development of the spirit of marine culture and seafaring traditions in the "Book of Changlu", it can enhance cultural identity and firm cultural confidence, realize cross-cultural communication and build an international image, and at the same time help Hainan shape the image of a strong province of marine culture and inject new vitality and power into the cultural development and economic prosperity of the Hainan region.

3. OPPORTUNITIES AND CHALLENGES OF THE INHERITANCE OF INTANGIBLE CULTURAL HERITAGE UNDER THE PERSPECTIVE OF DIGITAL NARRATIVE - TAKING "THE BOOK OF MORE ROADS" AS AN EXAMPLE

3.1 Development Opportunities of Digital Narrative Inheritance of Intangible Cultural Heritage "More Roads Thing

The transmission of digital narratives of intangible cultural heritage plays a crucial role in today's society, especially in the case of More Roads. In the context of the digital era, the inheritance of intangible cultural heritage faces both opportunities and challenges. In this paper, we will discuss the development opportunities of the digital narrative inheritance of "More Roads Thin" from the aspects of national policy call, industrial development empowerment and user interactive experience demand. First of all, the digital narrative of intangible cultural heritage has been actively supported and called for by the national policy. As the Chinese government attaches great importance to the inheritance and protection of intangible cultural heritage, relevant state departments have issued a series of policies and measures to encourage the use of modern scientific and technological means for the digital protection and inheritance of traditional culture of intangible heritage. For example, as one of the intangible cultural heritages, "More Roads" can obtain more resources and technical support to promote its digital narrative inheritance with the support of national

policies. Secondly, the digital narrative of non-heritage empowers the development of diversified industries (Galani & Vosinakis, 2024). With the rapid development of digital technology, digital narrative has become one of the important engines to promote the development of cultural industry. As an intangible cultural heritage, through the inheritance and development of digital narrative, the More Roads Thing can expand its application in many fields, such as cultural and creative industries, tourism, and education. The digital narrative form can not only attract more viewers and users, but also bring more business value and development opportunities for related industries. Finally, the digital narrative of intangible cultural heritage can enhance the demand for user interactive experience. Traditional intangible cultural heritage heritage often faces a communication gap between traditional and modern audiences, while the application of digital narrative can effectively break this gap. Through the digital narrative form, the audience and users can feel the charm and connotation of "More Roads" more intuitively and immersively, thus enhancing their sense of participation and experience. At the same time, the digital platform can also provide users with more opportunities to participate in interactions, such as commenting, liking, sharing, etc., which further promotes the inheritance and development of intangible cultural heritage (Wang & He, 2023). In summary, the digital narrative inheritance of "More Roads" faces many opportunities in the current digitalization era. Through the support of national policies, the empowerment of industrial development and the enhancement of users' interactive experience needs, new vitality and power can be injected into the inheritance and development of intangible cultural heritage, such as More Roads Thin, to realize its unceasing life in contemporary society.

3.2 Challenges to the Digital Narrative Inheritance of the Intangible Cultural Heritage "More Roads and Thin Stories

On the road of the digital narrative inheritance of the intangible cultural heritage "More Roads Thin", although there are many development opportunities, at the same time, it also faces a series of challenges. In this paper, we will discuss in depth the challenges faced by the digital narrative inheritance of "More Roads Thin" from the aspects of policy implementation, industrial development, and financial investment. First of all, the lack of implementation of policy measures and the lack of effective management is one of the primary challenges facing the digital narrative heritage of "More Roads Thin". Although the national policy puts forward

positive support for the protection and inheritance of intangible cultural heritage, in the actual implementation process, due to the insufficiency of relevant management organizations or the lagging behind of management measures, the digital inheritance of some intangible cultural heritage projects cannot be effectively promoted. Especially for intangible cultural heritage like the More Roads Thing, the implementation and management of the policy is especially crucial, and a sound management system and supervision mechanism need to be established to ensure the smooth progress of the digital narrative inheritance work. Second, the lack of development of the intangible heritage industry and the lack of innovative media forms is also an important challenge. With the development of society and the diversified needs of the audience, the traditional narrative form can no longer fully meet the appreciation and experience needs of modern people (Ma, 2022). However, in the digital narrative transmission of intangible cultural heritage, such as "More Roads", there is often a lack of innovative media forms and technical means, resulting in a single way of presenting the content, which makes it difficult to attract a wider audience. Therefore, the intangible heritage industry needs to strengthen the application and innovation of digital technology, and explore more diversified and vivid narrative forms to meet the needs of contemporary audiences. Once again, insufficient financial investment, lack of talents and technology is also one of the challenges facing the digital narrative heritage of "More Roads". The digital inheritance work requires a large amount of financial investment and professional talent support, but currently there is a lack of investment. In addition, due to the rapid renewal of related technologies, some non-heritage projects may face the problem of insufficient technical means in the process of digital inheritance, and the lack of professional and technical personnel support is one of the important factors restricting the inheritance of digital narratives. Therefore, it is necessary to increase the investment in digital narrative inheritance, and at the same time, strengthen the cultivation and introduction of talents to ensure that the digital narrative inheritance work can be carried out smoothly (Liu et al., 2024). To summarize, the digital narrative heritage of "More Roads", in the face of policy implementation is not in place, the development of the non-heritage industry is not in place, and the lack of funds and talents and technology and other challenges, it is still necessary for all parties to work together to take effective measures to overcome the difficulties, and to promote the intangible cultural heritage of digital narrative heritage work in the direction of a better development.

4. ANALYSIS OF MINING ELEMENTS OF INTANGIBLE CULTURAL HERITAGE INHERITANCE UNDER THE VIEW OF DIGITAL NARRATIVE

4.1 Temporal and Spatial Elements of Digital Narrative of Intangible Cultural Heritage

In the digital narrative perspective, the inheritance of intangible cultural heritage involves the important consideration of spatio-temporal elements (Mayr et al., 2022). The spatio-temporal element includes both the time dimension and the space dimension, which has a profound impact on the inheritance of digital narrative. As shown in Figure 1, the spatio-temporal elements of digital narrative are displayed.
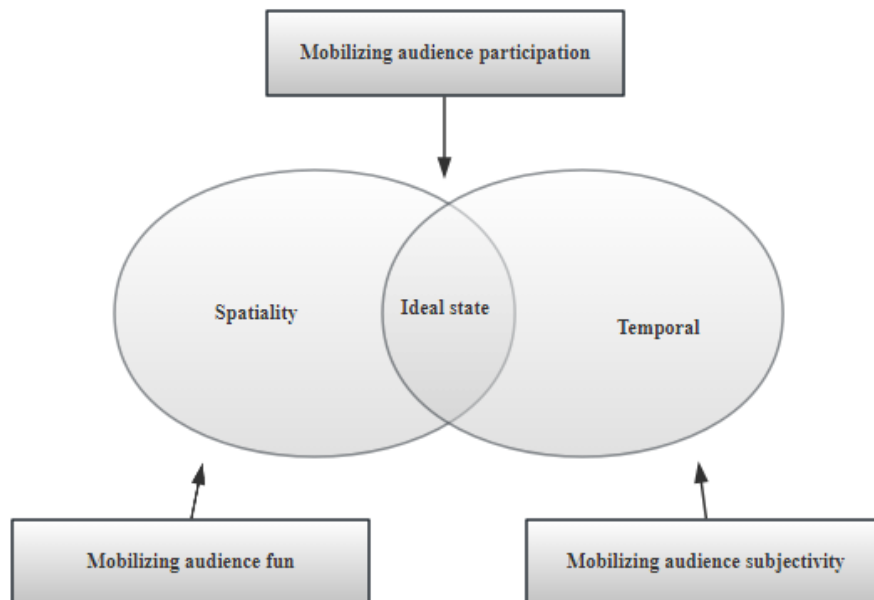

Figure 1: Temporal and Spatial Elements of Digital Narratives

First, the time dimension plays an important role in the digital narrative of ICH. With the passage of time, the inheritance of ICH faces challenges such as the gradual fading of historical memory and the decline of traditional skills. Through digital narratives, information in the time dimension, such as the historical evolution of ICH and the development trajectory of traditional skills, can be recorded, preserved and passed on (Chung, 2024). The digital form makes it possible to present this information in a more intuitive and vivid way so that it can be better passed on to future generations. Secondly, the spatial dimension is also one of the indispensable elements in the digital narrative of ICH. Intangible cultural heritage is often rooted in specific regional environments and cultural backgrounds, and its inheritance and development are closely linked to

specific spaces. Through digital narrative, the spatial dimension of ICH such as regional cultural characteristics and folk customs can be presented and conveyed. At the same time, the characteristics of digitization also enable these information to cross the limitations of time and space, realize cross-regional dissemination and sharing, and expand new possibilities for the inheritance of intangible cultural heritage (Zhang & Jing, 2022). In summary, the spatio-temporal elements of digital narratives of intangible cultural heritage include both temporal and spatial dimensions, which are of great significance to the inheritance work. By fully exploring and utilizing the temporal and spatial elements, the digital inheritance of intangible cultural heritage can be better realized, and its inheritance work can be promoted to a wider and deeper direction.

4.2 Media Elements of Digital Narrative of Intangible Cultural Heritage

In the context of digital narrative, media elements are crucial components of digital narratives of intangible cultural heritage. Media elements include images, videos and new media technologies, which have an important impact on the presentation and communication of digital narratives. First of all, as an important form of media, image plays an important role in the digital narrative of ICH. Through the presentation of images, the material form, technology and other specific contents of intangible cultural heritage can be displayed intuitively, so that the audience can understand the characteristics and charm of intangible cultural heritage more clearly. At the same time, images are characterized by simplicity and clarity, easy to disseminate, and are suitable for dissemination and sharing in a variety of scenarios such as network platforms (Jiaqi Li, 2022). Secondly, video, as a vivid media form, also plays an important role in the digital narrative of ICH. Through the presentation of video, the traditional skills and folk performances of ICH can be vividly displayed, enabling the audience to feel the charm of ICH in an immersive environment. Video is characterized by rich diversity and intuitive image, which can better stimulate the emotional resonance of the audience and enhance the immersion and interactivity of digital narrative. In addition, the application of new media technology also provides new possibilities for the digital narrative of intangible cultural heritage. With the help of virtual reality, augmented reality and other new media technologies, the digital reproduction and interactive experience of intangible cultural heritage can be realized, providing audiences with a new way of cultural experience (Guo et al., 2022). New media technology is characterized by innovation

and fun, which can attract more young audiences to participate in it and promote the inheritance and development of intangible cultural heritage.

4.3 The Effect of Digital Narrative of Intangible Cultural Heritage

Under the digital narrative perspective, the digital heritage of intangible cultural heritage needs to pay attention not only to the presentation of the content, but also to the elements of its effects, including aspects such as immersion and interactivity. As shown in Figure 2, there are two dimensions of narrative experience.
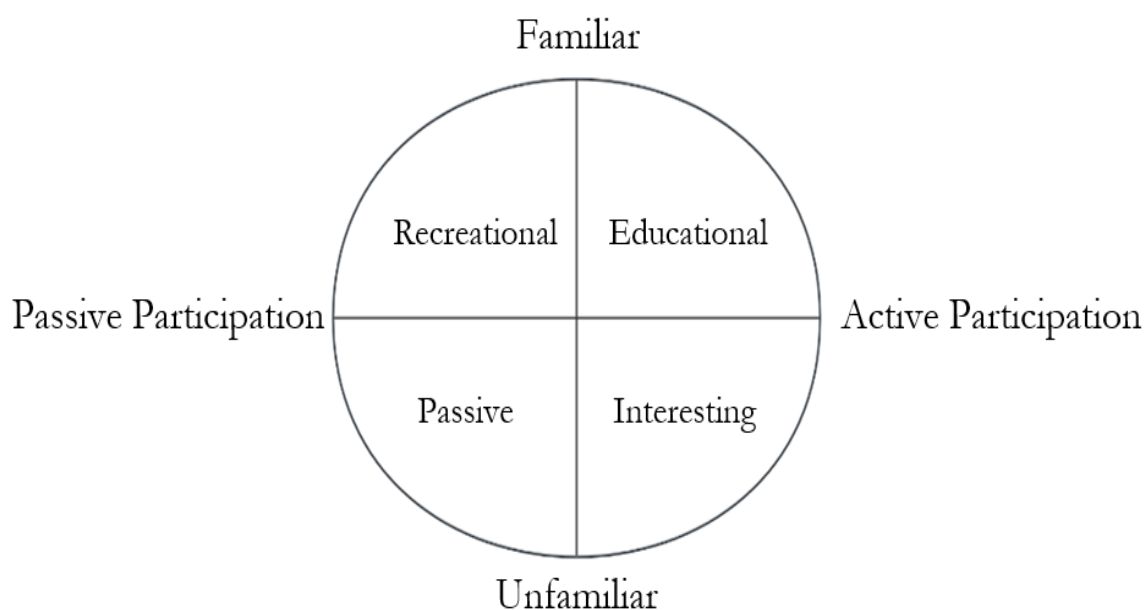
Familiar

| Recreational | Educational |

Passive Participation | | Active Participation

| Passive | Interesting |

Unfamiliar

Figure 2: Two Dimensions of Narrative Experience

First, immersion is one of the important effect elements of digital narrative of intangible cultural heritage. Through digitalization, the audience can be brought into the scenes of ICH, so that they can immerse themselves in the charm of traditional skills, folk performances and so on. The immersive experience can effectively stimulate the audience's emotional resonance, enhance their sense of identity and emotional commitment to ICH, and thus promote their concern and support for ICH (Ferraris et al., 2023). Secondly, interactivity is also one of the important effect elements of digital narrative of intangible cultural heritage. Through the interactive function of the digital platform, the audience can not only receive diversified content, but also actively participate in it, interact and communicate with the content, and even participate in the inheritance activities of intangible cultural heritage. The interactive experience can enhance the audience's sense of participation and sense of belonging, stimulate their interest and enthusiasm for intangible cultural heritage, and

promote their active participation in the inheritance of intangible heritage **Error! Reference source not found.**(Reid et al., 2024).

5. DIGITAL NARRATIVE INHERITANCE PATH OF INTANGIBLE CULTURAL HERITAGE TAKING "MORE ROADS" AS AN EXAMPLE

5.1 Introduction of "More Roads"

The "Book of Changlu" (shown in Figure 3) is a "secret book" summarized by the experience of Chinese fishermen in the South China Sea through navigation practice, reflecting a series of activities of Chinese coastal fishermen in the South China Sea through the ages, such as the development of the sea area, the naming of islands and reefs, and the development of routes, etc. The origin of the name "Book of Changlu" can be interpreted from its literal meaning. The origin of the name "More Road Book" can be explained from its literal meaning. "More" refers to the voyage of early fishermen in the South China Sea, i.e. the distance traveled per unit of time. "Road" refers to the needle of the compass, which is a navigational guide, i.e. the direction of navigation. Therefore, the word "More Road" indicates the sailing direction, sailing distance and sailing time between the starting place and the final place of the fishermen's journey to the sea, and in June 2008, the Book of More Roads was included in the second batch of national intangible cultural heritage list.

Figure 3: The Book of Changes

5.2 Mining and Application of Temporal and Spatial Elements

In studying the digital narrative transmission path of the intangible

cultural heritage of "More Roads", the excavation and application of temporal and spatial elements are crucial. These elements not only help to accurately convey cultural connotations, but also enhance audience participation and understanding. The following are the excavation and application strategies for temporal and spatial elements to promote the digital narrative transmission of More Roads Thin.

5.2.1 Mining of Time Elements - Mobilizing Audience Subjective Activity

In digital narratives, the audience's subjective initiative is stimulated by guiding them to perceive and participate in the flow of historical time and space. This can be realized in the following ways:

(1) Historical space-time restoration: Using digital technology, the historical nautical scenes reflected in "More Roads" are virtually restored, so that the audience seems to be in the nautical environment at that time. This experiential display can arouse the audience's historical emotion and desire for exploration (Cerquetti et al., 2022).

(2) Interactive experience: Interactive displays are designed to allow the audience to independently choose different time nodes and route paths for exploration by touching the screen or manipulating the equipment. They can freely explore the seafaring journey in More Roads and Boats according to their own interests and curiosity, thus enhancing their sense of participation and engagement.

(3) Storyline arrangement: The historical storyline in "More Roads" is disassembled and reorganized to present it to the audience in a more vivid and attractive way. By setting up ups and downs plot clues and suspense, the audience is guided to immerse themselves in it and deepen their knowledge and experience of cultural heritage (Fan et al., 2023).

5.2.2 Mining of Spatial Elements - Mobilizing the Interest of the Exhibition

In addition to the mobilization of time, the design of space is also key, which can increase the interest and attractiveness of the exhibition in the following ways:

(1) Virtual reality display: using virtual reality (VR) technology or augmented reality (AR) technology, the sea areas, islands and other landscapes described in More Roads and Reefs are presented to the audience (Han & Yi, 2022). The audience can explore the magnificent scenery of the South China Sea in an immersive way by wearing VR glasses or using AR devices, increasing the interest and interactivity of the exhibition.

(2) Multi-sensory experience design: combining sound, light, shadow, smell and other sensory elements to create a realistic nautical scene. Visitors can experience the excitement and challenges of sailing in a comprehensive way by listening to the sound of waves and smelling the salty sea breeze, further deepening their understanding and experience of the More Roads.

(3) Interactive device design: Setting up some interactive devices, such as simulated cabins and display of nautical tools, allows the audience to experience the process of ship driving and nautical navigation. This interactive design can stimulate the audience's curiosity and desire to explore, so that they can understand more deeply the fishermen's seafaring culture reflected in More Roads. As shown in Figure 4, it is the South China Sea Museum that has jointly developed a handheld game - "South China Sea Book of Changes" with Shengqi Games, using the collection "Book of Changes" as the IP material.

Figure 4: 3D Simulation Game - "South China Sea More Roads" Publicity Map

The excavation and application of spatial and temporal elements is the key link to realize the digital narrative heritage of "More Roads". Through the rational use of digital technology and exhibition design means, it can effectively stimulate the interest and participation of the audience and promote the inheritance and promotion of intangible cultural heritage (Yue et al., 2022). In future practice, we can continue to explore and innovate to further enrich the presentation of the digital narrative of More Roads Thin, so that more people can understand and pay attention to this precious cultural heritage.

5.3 Mining and Application of Media Elements

In the context of the digital age, the transmission and presentation of

intangible cultural heritage is undergoing unprecedented changes. The traditional way of cultural inheritance is facing many challenges, while the emerging media technology provides new vitality for ICH. For the national intangible cultural heritage of "More Roads", we can explore the media elements mining and application strategies of its digital narrative inheritance path from the three aspects of image presentation, video presentation to bring in the distance, and new media technology to provide multiple services.

5.3.1 Image Presentation

Pictures, as the most intuitive information carrier, can quickly catch the audience's eyes and convey rich information in a short time. For "The Book of Changes", first of all, we can capture every page and detail of the book through high-definition photography technology, and present these precious historical information to the public in the form of pictures. In addition, these pictures can be made more vivid and attractive through artistic processing techniques, such as digital restoration and color enhancement (He, 2022). Further, thematic photo exhibitions can be created, combined with storytelling text descriptions, and displayed through online digital pavilions or social media platforms, which not only increase interactivity, but also enable the public to have a more comprehensive and in-depth understanding of the cultural value and significance of the More Roads. At the same time, this form of display has good shareability and is easy to be widely disseminated on the Internet, thus attracting more people's attention and interest.

5.3.2 Video Presentation with Zoom Distance

As a dynamic means of display, video can provide the audience with a richer sensory experience. Through the documentary form, the historical background, writing process, application scenes and other comprehensive introduction of "More Roads" can let the audience feel the story and cultural depth behind the intangible cultural heritage. With the help of a professional filming team and the combination of modern film and television technology, such as aerial photography and slow motion, the knowledge of navigation and the life scenarios of fishermen in the South China Sea in the "Book of More Roads" can be vividly reproduced. In addition, through interactive video technology, such as 360-degree panoramic video, viewers can freely explore and learn the content of More Roads in a virtual environment, and this kind of immersive experience can

not only stimulate the curiosity of viewers, but also deepen their understanding and knowledge of intangible cultural heritage (Banfi et al., 2023). As shown in Figure 5, it is the image screenshot of the documentary "Our More Roads", and as shown in Figure 6, it is the publicity picture of "Island Brothers of the South China Sea Heavenly Book", a domestic IP animation movie created by Hainan Jike Youchuang team.

Figure 5: Image Screenshot of Documentary "Our Book of Changes

Figure 6: Promotional Diagram of "Island Brothers of the South China Sea Book of Heaven"

5.3.3 Diversified Services Based on New Media Technology

In the new media era, the rapid development of digital technology provides more possibilities for the inheritance and promotion of intangible cultural heritage. For example, through the development of mobile applications related to the Book of Changes and the integration of AR (Augmented Reality) technology, users can interact with the virtual Book of Changes through their cell phone cameras, such as observing historical

shipping lanes through their cell phones at specific locations or learning about navigation through gamification. In addition, by utilizing big data and artificial intelligence technology, users and communication paths of the Book of Changes can be deeply analyzed, so as to more accurately formulate promotion strategies and enhance public participation and communication effects. Meanwhile, through the social network platform, an online community centered on the Book of Changes can be established to promote cultural exchanges and knowledge sharing, creating a more open and active environment for the inheritance of intangible cultural heritage. In conclusion, through the above diversified media elements mining and application strategies, not only can we effectively enhance the visibility and influence of the intangible cultural heritage of the Book of Changes, but also provide new paths and methods for its inheritance and protection. Under the perspective of digital narrative, we should make full use of modern technological means to revitalize traditional culture in the new era.

5.4 Mining and Application of Effects

In the digital narrative heritage path, immersiveness is a crucial element that can effectively resonate with the audience. For the intangible cultural heritage of "More Roads", we can tap and apply immersiveness in various ways so as to enhance the audience's sense of participation and experience. First of all, by utilizing advanced digital technologies such as virtual reality (VR) and augmented reality (AR), the audience can be placed in a nautical scene as if they were there. Through the virtual sailing experience, the audience can feel the hardship and excitement of the South China Sea fishermen sailing on the sea, and then resonate. At the same time, the combination of sound, light and shadow and other multi-sensory stimulation, so that the audience in the digital narrative to get a full range of immersive experience. Secondly, the interactive narrative mode is adopted so that the audience can actively participate in the narrative process. By designing interactive links, such as multiple-choice questions and contextual interactions, the audience can explore the rich content presented in More Roads according to their own interests and preferences (Zhang et al., 2023). This participatory narrative not only increases audience engagement, but also promotes their in-depth understanding and transmission of intangible cultural heritage. In addition, with the help of socialized media platforms, such as Weibo and WeChat, the communication channels of the narrative can be expanded to promote communication and interaction among the audience. Through the sharing

and commenting of user-generated content (UGC), the audience can share their experiences and feelings with others, thus forming a richer and more diversified immersive experience. To summarize, immersiveness is of great significance in the digital narrative transmission path of More Roads. By tapping and applying immersiveness, it can effectively arouse the resonance of the audience, enhance their cognition and emotional connection to the intangible cultural heritage, and then promote its inheritance and development. In addition to immersion, interactivity is also an indispensable part of digital narrative transmission. By designing diversified interactive strategies, the audience's desire to participate can be stimulated to promote their deeper understanding and inheritance of the cultural connotations embedded in the More Roads. First, an interactive learning platform is established to provide audiences with places and opportunities for learning and communication. Experts, scholars and traditional culture inheritors can be invited to share relevant knowledge and experience and interact with the audience through online courses and discussion forums (Flint & Jennings, 2022). Such a learning platform can not only spread the knowledge of intangible cultural heritage, but also stimulate the audience's interest and enthusiasm for cultural traditions. Second, design challenging and interesting interactive games to attract the audience to actively participate. Corresponding game applications can be developed in conjunction with the nautical stories and episodes in the Book of Changes, so that the audience can experience the fun of nautical adventure in the game, while increasing their understanding and recognition of ICH. In addition, take advantage of digital technology to create a personalized and customized interactive experience. Through user data analysis and algorithmic recommendation, personalized digital narrative content and interactive experience are provided to the audience to meet their diverse needs and preferences, and to enhance participation and experience. In summary, interactivity plays an important role in digital narrative transmission. By designing rich and diverse interactive strategies, it can stimulate the audience's enthusiasm for participation and promote their deeper involvement in the transmission and dissemination of the intangible cultural heritage of More Roads.

6. SUMMARY AND PROSPECT

Through the study of The More Roads Thing, we deeply realize the importance of digital narrative in the inheritance of intangible cultural

heritage. Digital narrative provides a brand new communication channel and display method for the inheritance of ICH, which further stimulates the public's interest in ICH and awareness of its protection. At the same time, digital narrative also injects new vitality and innovative space for the inheritance of ICH, which helps to realize the sustainable development of ICH. In the future research, we can further deepen the research on the inheritance of ICH under the perspective of digital narrative, and explore more application cases of ICH programs in digital narrative, so as to provide more insights for the inheritance of ICH. At the same time, the specific operation paths and implementation strategies of digital narrative in the inheritance of intangible cultural heritage can be explored in combination with actual cases, so as to provide guidance and support for the practice in related fields. Through continuous research and practice, we believe that the path of intangible cultural heritage inheritance under the perspective of digital narrative will become wider and wider, and the work of intangible heritage inheritance will usher in a brighter future. We hope that our efforts can contribute to the inheritance and development of intangible cultural heritage, so that these precious cultural heritages can be better inherited and protected.

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